



WKMG

# ORDER

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Flight Dates 09/21/12-09/27/12

Contract / Revision 259773 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser Pol/A Grayson/ Con/D/FL

Agency Buying Time, LLC

Buying Contact

650 Massachusetts Ave.  
Suite 210  
Washington, DC 20001

Product  
GRAYSON FOR CONGRESS

Agency Com 15%

Billing Contact

650 Massachusetts Ave.  
Suite 210  
Washington, DC 20001

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2354

Alt Order # 06327611

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 17075

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	28	\$14,513.75	\$17,075.00	0.00	08/27/12	09/27/12	28	\$14,513.75	\$17,075.00
Totals	28	\$14,513.75	\$17,075.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/21/12	09/21/12	11-12p Price Is Right	CM	11a-12p	----1--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$550.00		0.00			
E 2	WKMG	09/21/12	09/21/12	Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$400.00		0.00			
E 3	WKMG	09/21/12	09/21/12	News at 5p	CM	5-530p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$500.00		0.00			
E 4	WKMG	09/21/12	09/21/12	News at 6p	CM	6-630p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser Pol/A Grayson/ Con/D/FL Product GRAYSON FOR CONGRESS Estimate # 2354

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	09/21/12	09/21/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--					1	\$600.00		0.00			
E 5	WKMG	09/21/12	09/21/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--					1	\$800.00		0.00			
E 6	WKMG	09/21/12	09/21/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--					1	\$350.00		0.00			
E 7	WKMG	09/24/12	09/24/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$1,500.00		0.00			
E 8	WKMG	09/24/12	09/24/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$500.00		0.00			
E 9	WKMG	09/24/12	09/24/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$600.00		0.00			
E 10	WKMG	09/24/12	09/24/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$350.00		0.00			
E 11	WKMG	09/22/12	09/22/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-					1	\$100.00		0.00			
E 12	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-					1	\$250.00		0.00			
E 13	WKMG	09/23/12	09/23/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1					1	\$125.00		0.00			
E 14	WKMG	09/27/12	09/27/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$400.00		0.00			
E 15	WKMG	09/27/12	09/27/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$500.00		0.00			
E 16	WKMG	09/27/12	09/27/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$600.00		0.00			



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Order Sep 00:15:00

Advertiser Pol/A Grayson/ Con/D/FL Product GRAYSON FOR CONGRESS Estimate # 2354

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	09/27/12	09/27/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$600.00		0.00			
E 17	WKMG	09/27/12	09/27/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$800.00		0.00			
E 18	WKMG	09/25/12	09/25/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----					1	\$1,500.00		0.00			
E 19	WKMG	09/25/12	09/25/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----					1	\$550.00		0.00			
E 20	WKMG	09/25/12	09/25/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----					1	\$400.00		0.00			
E 21	WKMG	09/25/12	09/25/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----					1	\$600.00		0.00			
E 22	WKMG	09/25/12	09/25/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----					1	\$800.00		0.00			
E 23	WKMG	09/26/12	09/26/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$1,500.00		0.00			
E 24	WKMG	09/26/12	09/26/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$550.00		0.00			
E 25	WKMG	09/26/12	09/26/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$500.00		0.00			
E 26	WKMG	09/26/12	09/26/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$600.00		0.00			
E 27	WKMG	09/26/12	09/26/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$800.00		0.00			
E 28	WKMG	09/26/12	09/26/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----					1	\$350.00		0.00			



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**259773**

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Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Pol/A Grayson/ Con/D/FL** Product **GRAYSON FOR CONGRESS** Estimate # **2354**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	09/26/12	09/26/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--1----	1		\$350.00		0.00					
													<b>Totals</b>	<b>28 \$17,075.00</b>